

Sustainable Mobility



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Toyota Motor Sales, U.S.A.

What is Sustainable Mobility?

Vehicles

Energy

Environment

Partnerships

to power
the
product

in which
the
product
"lives"

required to
bring
these products
to market



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Government

Businesses

Fleet
Customers

Research
Universities

One Goal...Multiple Solutions

FCHV



PHV



Sustainable Mobility

HV



EV



Prius PHV Demonstration Program Strategy

Educate and Promote re:
Toyota's CET Strategy

Government Influencers

Educate broadly the
merits and limitations
of PHVs

Research Universities

Evaluate Retail and
Fleet usage and
potential markets

HV Intenders

Promote installation of
public charging

Fleet Customers

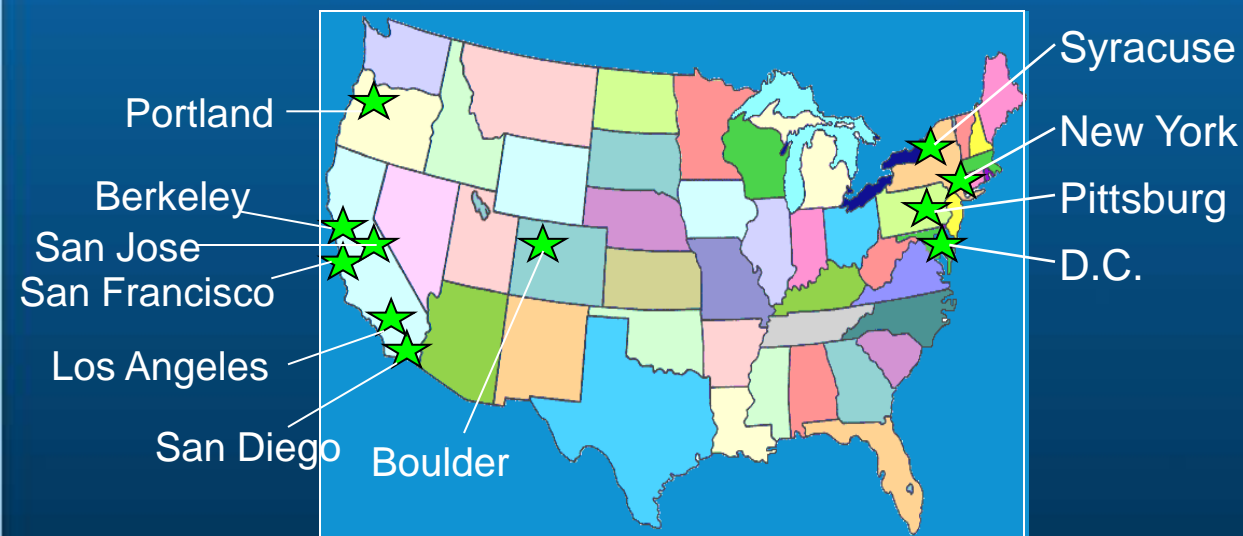
Evaluate interaction of
PHV and "Smart Grid"

SmartGridCityTM

Prius PHV Demonstration Program

Letting the vehicle speak for itself, openly, honestly and publicly

- 163 Vehicles
- Remote data collection & driver surveying
 - Viral education and outreach with many different drivers
- Strengthening awareness through handoff events with partners



Right Vehicle and Right Customer

Remote data collection device gives us:

Trip Info

- Length
- % Hwy and City Travel
- EV mode and HV mode miles
- FE in HV and EV mode

Charging Info

- time of day
- length of charging event
- battery SOC at beginning and end of charge
- energy usage

Driver Feedback:

Web-based pre-drive survey

- understanding of technology
- experience with HVs
- demographics and psychographics

Web-based mid- and post drive surveys

- vehicle likes/dislikes
- satisfaction with EV range, FE, charging
- purchase consideration and willingness to pay

EV Update



Tesla/RAV4EV Partnership

- Toyota & Tesla intend to produce a RAV4 EV for U.S. market in 2012
- RAV4 EV demonstration vehicle reveal - 2010 LA Auto Show
- Media First driving impressions - Sustainable Mobility Seminar, March 2011
- Planning and developing a small urban commuter EV coming to market in 2012



FCHV-adv Update



FCHV-adv Demo Program

- More than 100 vehicles placed with program customers 2010 - 2013.
- Vehicles placed on West and East Coast
- Support development of hydrogen infrastructure prior to market launch in 2015
- To date, vehicles placed with SunHydro and NY/NJ Port Authority





Hydrogen Filling Station

- Located across from TMS Headquarters campus
- Station owned and operated by Shell in partnership with AirProducts & Toyota (land owner)
- Retail station, as part of CA Hydrogen Highway effort



Summary

- What's coming next?
 - 2012 More Hybrids, Prius PHV, Urban EV, RAV4EV
- What do we need from government?
 - Incentives – Vehicles and EVSE's
 - Fleet Purchases
 - Public Infrastructure and Business Incentives
 - On-line Permits and inspection for Commercial/Residential RE - State Wide

Positive Customer experience for Market Growth!